

WALLACE STERLING



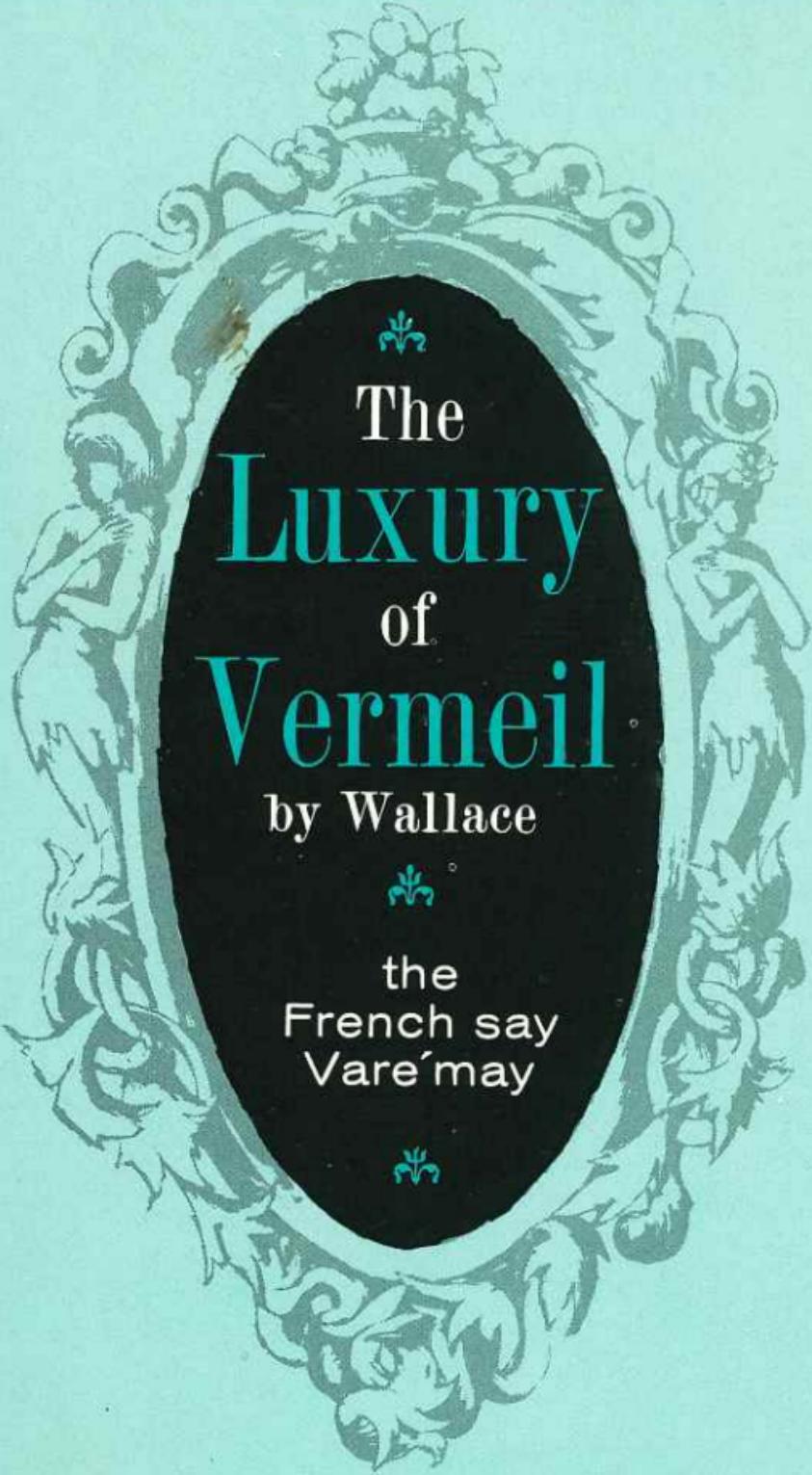
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APRIL,

1964

XD-54/12

designed
for the
woman
behind
every
successful
man...



The
Luxury
of
Vermeil
by Wallace

the
French say
Vare'may

Fashionable and highly prized since the romantic days of 18th Century France where it originated, Vermeil is enjoying renewed interest. The richness and beauty of heavy 24 karat gold applied on sterling silver is the height of luxury.

Truly opulent, Vermeil gold finish is available in any Wallace pattern shown at an additional charge of \$20.00 per six-piece place setting (luncheon size).

Vermeil finish is also available in Wallace silverplated and sterling holloware.

WALLACE PRESENTS NEW

Firenze*

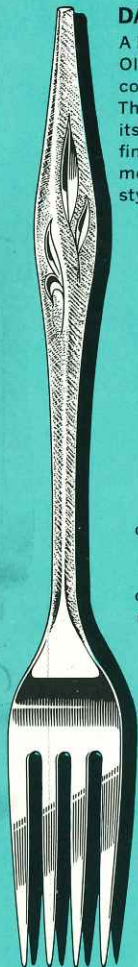
HAND-TEXTURED STERLING

At the height of the Renaissance, Florence, Italy became famous for works of art in precious metals hand-textured to a glowing beauty. Masterpieces created then by geniuses like Benvenuto Cellini are today's museum pieces, renowned and admired for the Florentine finish. Now Wallace introduces **Firenze**, their own exquisite hand-textured finish on Sterling. Every piece is patiently, lovingly crafted by a 20th Century artisan to bring living art to your table.

* Fee-ren'tzay—City of Florence, Italy

DAWN MIST

A brilliant wedding of Old World charm and contemporary design. Through the richness of its hand-textured finish, the first light of morning glints on stylized leaves.



EVENING MIST

The gay sparkle of polished surface contrasts with Wallace's unique deep-toned hand-texture—a stroke of classic genius adding subdued elegance to the purity of modern lines.



**CHOOSE TODAY...
USE TONIGHT**

Our convenient budget terms enable you to select your Wallace Sterling service today and entertain with it tonight. It's easy—just choose your favorite pattern and the number of place settings you'd like to fit the life you plan to lead. We will set up a payment plan to suit your requirements. Only pennies a week per place-setting—while you enjoy your precious sterling.

Tonight...dine with glamorous

Wallace Sterling

**RETURN TO
DESIGN DIV.**

**WOODWARD & LOTHROP
11th & F Sts., N.W.
Washington, D. C.**

PRINTED
IN
U.S.A.

WALLACE STERLING

... designed for the woman
behind every successful man



	Grand Colonial	Meadow Rose	Rose Point	Soliloquy	Still Mood	Stradivari	Debutante	Penrose	Royal Rose	Waltz of Spring	Sir Christopher	Dawn Mist	Evening Mist	Grande Baroque	Romance of the Sea
PLACE-SETTING PIECES															
Teaspoon.....	\$ 6.25						\$ 6.50				\$ 7.25	\$ 7.75			\$ 8.50
Place Knife (Luncheon), HH.....	8.50						8.75				9.00	9.25			10.00
Place Fork (Luncheon).....	10.00						10.50				11.50	12.00			13.00
Place Knife (Dinner), HH.....	10.50 ⁵						10.75 ⁷				10.75 ¹¹	10.75 ¹¹			11.50
Place Fork (Dinner).....	13.25 ⁵						14.00 ⁷				14.75	15.50 ¹¹			16.50
Salad or Pastry Fork, Ind.....	8.25						8.50				9.00	9.50			10.50
Place Spoon.....	8.50 ⁴						8.75 ⁸					9.50 ¹²			
Cream Soup Spoon.....	8.50 ⁵						8.75 ⁷				9.00	9.50 ¹¹			10.50
Butter Spreader, FH.....	6.25 ⁵						6.75 ⁷				7.00	7.00 ¹¹			7.50
Butter Spreader (Hostess Knife), HH..	6.25						6.75				7.00	7.00			7.50
Place Knife (Luncheon), PG.....	9.50 ²														
Place Knife (Dinner), PG.....	11.50 ²														
PLACE-SETTINGS (LUNCHEON)															
3-Pc. Setting*.....	24.75						25.75				27.75	29.00			31.50
4-Pc. Setting*.....	33.00						34.25				36.75	38.50			42.00
5-Pc. Setting*.....	39.25						41.00				43.75	45.50			49.50
5-Pc. Setting*.....	41.50						43.00				45.75	48.00			52.50
6-Pc. Setting*.....	47.75						49.75				52.75	55.00			60.00
4-Pc. Setting (PG Knife)*.....	34.00 ²														
5-Pc. Setting (PG Knife)*.....	40.25 ²														
5-Pc. Setting (PG Knife)*.....	42.50 ²														
6-Pc. Setting (PG Knife)*.....	48.75 ²														
PLACE-SETTINGS (DINNER)															
4-Pc. Setting*.....	38.25 ⁵						39.50 ⁷				41.75	43.50 ¹¹			47.00
5-Pc. Setting*.....	44.50 ⁵						46.25 ⁷				48.75	50.50 ¹¹			54.50
5-Pc. Setting*.....	46.75 ⁵						48.25 ⁷				50.75	53.00 ¹¹			57.50
6-Pc. Setting*.....	53.00 ⁵						55.00 ⁷				57.75	60.00 ¹¹			65.00
4-Pc. Setting (PG Knife)*.....	39.25 ²														
5-Pc. Setting (PG Knife)*.....	45.50 ²														
5-Pc. Setting (PG Knife)*.....	47.75 ²														
6-Pc. Setting (PG Knife)*.....	54.00 ²														
OTHER PLACE PIECES															
Bouillon Spoon.....	7.75 ⁶										8.50	8.75 ¹¹			9.25
Cocktail or Oyster Fork.....	6.00						6.25				6.50	7.00			8.00
Coffee or Cocktail Spoon.....	4.00						4.75				4.75	4.75			4.75
Dessert or Oval Soup Spoon.....	10.50 ⁶						11.25 ⁷				11.75	12.75 ¹¹			13.00
Fish Fork, Ind., HH.....	11.00 ⁶						11.25 ⁷				11.75	12.25 ¹¹			12.50
Fish Knife, Ind., HH.....	11.00 ⁶						11.25 ⁷				11.75	12.25 ¹¹			12.50
Fruit Knife, HH.....	8.25 ⁶						8.50 ⁷				8.50	8.75 ¹¹			8.75
Hostess Knife (Butter Spreader), HH..	6.25						6.75				7.00	7.00			7.50
Ice Cream Fork.....	7.75 ⁶						8.50 ⁷				8.50	8.75 ¹¹			
Iced Beverage Spoon.....	8.50						8.75				9.00	9.50			10.50
Grapefruit or Melon Spoon.....	8.50 ⁶						9.25 ⁷				9.50	10.50 ¹¹			
Salt Spoon, Ind.....	2.25 ¹						2.25				2.25	2.25			2.25
Sherbet Spoon.....	5.75 ³														
Soup Spoon, Round Bowl.....	12.00 ⁵						12.50 ⁷				13.00	13.75 ¹¹			15.75
Steak Knife, Ind., HH.....	11.00						11.50				11.75	12.25			12.50
Tea Knife, HH.....	7.50 ⁵						7.50 ¹⁰				7.50	7.75 ¹¹			7.75
Teaspoon, Small.....	5.50 ⁵						5.75 ⁹				6.00	6.25 ¹¹			7.75
SERVING PIECES															
Berry or Casserole Spoon.....	27.50						29.50				30.50	31.25			35.50
Bonbon or Nut Spoon.....	8.25						9.50				9.75	10.25			10.50
Butter Serving Knife, FH.....	8.00 ⁵						8.50 ⁷				8.75	9.00 ¹¹			9.00
Butter Serving Knife, HH.....	9.25						9.75				9.75	10.00			10.00
Cake Breaker, HH.....	13.50						14.00				14.25	14.25			14.25
Cake Knife, 13", HH.....	16.25						17.50				17.50	17.75			18.00
Cheese Serving Knife, HH.....	8.75						8.75				9.00	9.25			9.75
Cold Meat or Buffet Fork.....	18.00						19.00				21.00	25.00			28.00
Cream or Sauce Ladle.....	10.00						11.50				11.75	12.00			12.25
Gravy Ladle.....	17.25						18.50				19.75	23.00			24.25
Jam Spoon.....	5.75 ³														
Jelly Server.....	9.75						10.50				10.50	10.75			12.00
Lemon Fork.....	6.25						6.75				7.25	7.75			8.75
Mustard Spoon.....	4.25 ³														
Olive, Pickle Fork, Butter Pick.....	6.75						7.00				7.25	7.75			9.00
Pie Server, Offset, HH.....	15.00						15.00				15.50	16.00			17.00
Salad or Serving Fork, Large.....	27.50						29.50				30.50	31.25			35.50
Salad or Serving Spoon, Large.....	27.50						29.50				30.50	31.25			35.50
Salad Set, Black Plastic, HH.....	19.25						19.50				21.50	22.50			23.50
Sugar Spoon.....	9.25						10.00				11.00	12.00			12.50
Sugar Tongs.....	11.50 ⁵						12.00 ⁷				12.00	12.00 ¹¹			12.00
Table or Serving Spoon.....	17.50						19.25				20.50	22.25			23.50
Table or Serving Spoon, Pierced.....	17.50						19.25				20.50	22.25			23.50
Tomato or Flat Server.....	20.00						23.00				24.50	26.75			27.50
Wedding Cake Knife, 17", HH.....	22.00 ¹						22.00				22.25	22.50			22.50
CARVING SETS															
Roast Set, 2-Pc., w/Hone.....	49.50						49.50				51.50	52.50			54.50
Steak Set, 2-Pc., w/Guard.....	28.50						28.50				29.50	30.50			33.50
Steak Set, 2-Pc. (Pistol Grip).....	31.00 ²														
JUVENILE															
Infant Feeding Spoon.....	5.75						6.25 ⁸					6.25			
Baby Set, 2-Pc., in Box.....	9.50						9.95				10.50	10.95			
Baby Fork.....	4.75						5.00				5.25	5.50			
Baby Spoon.....	4.75						5.00				5.25	5.50			
Child's Set, 3-Pc.....	20.50 ⁵						20.75 ¹⁰				21.50	22.50 ¹¹			24.50
Child's Fork.....	7.50 ⁵						7.50 ¹⁰				8.00	8.50 ¹¹			9.00
Child's Knife, HH.....	7.50 ⁵						7.50 ¹⁰				7.50	7.75 ¹¹			7.75
Child's Spoon.....	5.50 ⁵						5.75 ⁹				6.00	6.25 ¹¹			7.75
SPECIALTIES															
Bottle Opener, HH.....	8.75 ⁵						8.75 ⁷				8.75	8.75 ¹¹			8.75
Letter Opener, HH.....	8.75 ⁵						8.75 ⁷				8.75	8.75 ¹¹			8.75
Spoon Pin.....	2.25 ¹						2.25				2.25	2.25			2.25

FOOTNOTES:

- 1 Not available in Meadow Rose
- 2 Available only in Grand Colonial
- 3 Available only in Rose Point
- 4 Available only in Soliloquy and Still Mood
- 5 Not available in Soliloquy or Still Mood
- 6 Not available in Soliloquy, Still Mood or Meadow Rose

- 7 Available only in Waltz of Spring
- 8 Not available in Waltz of Spring
- 9 Not available in Penrose
- 10 Not available in Penrose or Royal Rose
- 11 Available only in Grande Baroque
- 12 Available only in Dawn Mist and Evening Mist

*Teaspoon, Place Knife and Fork
 • Teaspoon, Place Knife and Fork, Salad Fork
 • Teaspoon, Place Knife and Fork, Salad Fork, Butter Spreader
 • Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon
 • Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon, Butter Spreader

SYMBOLS FOR KNIFE HANDLES: HH—Hollow Handle FH—Flat Handle PG—Pistol Grip

Prices effective February 1, 1964, subject to change without notice. 10% Federal Tax included in prices shown

XD-54/12



What WALLACE Sterling "Third Dimension Beauty" will mean to you

Ordinary patterns carry their design only on the front. But Wallace designs are solid sterling sculptured in the round—front, sides and back. To appreciate the special delights of this technique, turn a Wallace pattern in your hand and discover how beautifully, how differently it greets you from every angle.

Only Wallace Silversmiths devote themselves to creating Third Dimension Beauty—a unique distinction that will make your Wallace pattern even more admired as the years go by.

Wallace Silversmiths, Wallingford, Connecticut
Division of Hamilton Watch Company
Craftsmen since 1835